

N00207.AR.002603
NAS JACKSONVILLE
5090.3a

A REPORT OF MAJOR FINDINGS FOR INSTALLATION RESTORATION NAS
JACKSONVILLE FL
10/7/1993
ULRICH RESEARCH SERVICES, INC

**A REPORT OF MAJOR FINDINGS
INSTALLATION RESTORATION,
NAS JACKSONVILLE**

FOR

**ROBINSON & ST. JOHN ADVERTISING
AND PUBLIC RELATIONS, INC.**

ULRICH RESEARCH SERVICES, INC.

**A REPORT OF MAJOR FINDINGS
INSTALLATION RESTORATION,
NAS JACKSONVILLE**

PREPARED FOR

**MS. ROBIN WEDEWER
PUBLIC RELATIONS ACCOUNT SUPERVISOR
ROBINSON & ST. JOHN ADVERTISING
AND PUBLIC RELATIONS, INC.
6650 SOUTHPOINT PARKWAY
JACKSONVILLE, FLORIDA 32216**

PREPARED BY

**ULRICH RESEARCH SERVICES, INC.
THE DEVCOM BUILDING
1734 KINGSLEY AVENUE
ORANGE PARK, FLORIDA 32073**

OCTOBER 7, 1993

TABLE OF CONTENTS

	PAGE
REPORT OF MAJOR FINDINGS	1
INTRODUCTION	1
Background and Purpose	1
Research Objectives	1
METHODOLOGY	1
Sampling Procedure	2
Recruiting the Participants	3
Facilitator's Qualifications and Experience	3
Orientation Meetings	3
RESPONDENT PROFILE	4
GLOBAL IMPRESSIONS	6
ISSUES	6
COMMUNICATIONS	12
What Will Work	12
What Won't Work	15
FINAL COMMENTS AND CONCLUSIONS	16
APPENDIX	
Discussion Guide	
Respondent Invitation to Participate	

REPORT OF MAJOR FINDINGS INSTALLATION RESTORATION, NAS JACKSONVILLE

INTRODUCTION

BACKGROUND AND PURPOSE: Robinson & St. John Advertising and Public Relations retained Ulrich Research Services, Inc. to conduct a qualitative study among residents of two communities to the north and south of NAS Jacksonville. The research was intended to provide insight about what residents think of NAS Jacksonville's environmental actions. This information, along with feedback about the educational and informational methods most likely to reach each of these groups, will provide direction for future communications conducted by both Robinson & St. John and the NAS Jacksonville Public Affairs Office.

It is the intent of Robinson & St. John to use this information for the revision of the community relations plan and for all future activities on behalf of NAS Jacksonville for ABB Environmental Services.

RESEARCH OBJECTIVES: The following objectives were incorporated in the study design:

1. *To determine the publics' perceptions of environmental practices and cleanup at NAS Jacksonville.*
2. *To identify strengths and weaknesses of these practices as perceived by the two primary audiences.*
3. *To determine effective forms of communication to be used in a communications campaign directed to the targeted audiences.*

METHODOLOGY

Instead of the traditional focus group in which ten to twelve individuals collectively take part in an in-depth discussion, the one-on-one interviews allowed the moderator to obtain more feedback from each person. For instance, in a focus group setting each person has, at the most, five to eight minutes to discuss their point of view. When necessary, questions were slightly modified to accommodate

the position of each respondent. For instance, Question 1 inquired if the respondent was aware of the environmental investigations and Question 4B asked if the respondent had any concerns. If the answers were "No," some of the following questions were restructured to allow appropriate responses. This information pool allowed for a thorough examination of the issues at hand.

Because of the inherent safety concerns regarding in-home interviews, residents were notified of the upcoming study by a letter from the Station Commanding Officer. The interviews showed this effort made a significant impact on the citizens and greatly increased their willingness to participate. A contact name and number for the Public Affairs Office at NAS Jacksonville were included in the letter for those persons who may have had questions or concerns.

SAMPLING PROCEDURE: There were two groups under consideration for the interviews:

1. **OFF-BASE RESIDENTS, SOUTH OF AIR STATION.** Approximately 150 single dwelling homes and mobile homes are located in the Collins Road area east of Highway 17 and north of I-295. The respondents were primarily civilians and retirees. It is believed their concern over the issues may be greater because of a vested interest in their property values and the omnipresence of their military neighbor.
2. **OFF-BASE RESIDENTS, NORTH OF THE AIR STATION.** There are approximately 200 single dwelling homes in Venetia Manor off Timuquana and east of Highway 17. These respondents were also civilians and retirees. They have not yet been brought into the community relations process since investigation of the site that most directly affects them is just getting underway. Discussions have taken place between NAS Jacksonville representatives and some Timuquana residents since their property abuts that of NAS Jacksonville. Extensive conversations have taken place between Station representatives and the Timuquana County Club. The Club is very interested in diverting the treated water from the air station's waste water treatment plant to irrigate their golf course.

It was important that all residents of each neighborhood have an opportunity to participate. A direct mail list was generated from the 1993 Cross City Directory. The personal letter was mailed to those households identified through the directory. Letters were mailed the week of August 19 and interviewing began on August 30 and ended October 2.

In addition to the direct mail, each participant was given a contact name and phone number to share with any neighbors who may not have been included in the sample because their address was not listed in the Directory. The effort was made to open the interviewing process to all interested residents of the two communities.

RECRUITING THE PARTICIPANTS: Participants were recruited by Ulrich Research Services according to directions agreed upon by Robinson & St. John. A "respondent invitation" was developed to assist in the recruiting process. A copy of the invitation is located in the Appendix.

Interviews were limited to one person per household. In a couple of instances, a spouse requested to be in attendance and this presented no problems. A total of forty interviews was planned, twenty from each community. However, of the total number of households contacted, only seventeen from Timuquana and nineteen from Collins Road were available during the data collection period. There were very few refusals. Many people could not take part because of travel plans or work schedules.

When given a choice of having the interviewer come to their home or to the office of Ulrich Research, nearly half elected to come to the research facility. Overall, the level of participation was good. Only one in-home interview failed to materialize after numerous attempts. Ten people scheduled to come to the office never showed up and would not allow an in-home interview to be conducted.

FACILITATOR'S QUALIFICATIONS AND EXPERIENCE: The facilitator was Nancy Ulrich, president of Ulrich Research Services, which was established in 1981 and is located in the Clay County Chamber of Commerce building. Ms. Ulrich has moderated more than 720 focus groups and hundreds of one-on-one consumer and executive interviews.

Only one facilitator was used for the thirty-six interviews. If more than one interviewer had taken part, the research may have lost some of the continuity and "building" that was used. "Building" refers to the modification or expansion of the discussion guide as the research process progressed. Instead of using a tightly constructed questionnaire, a discussion guide was used that allowed for flexibility and adaptation. A copy is located in the Appendix.

ORIENTATION MEETINGS: Meetings were held with representatives from Robinson & St. John Advertising and Public Relations, the Public Affairs Office of NAS Jacksonville, and Ulrich Research Services, Inc. to review the overall work program and technical approach to the study. Administrative procedures and guidelines were established at that time.

RESPONDENT PROFILE

The following chart illustrates the demographic profile of the thirty-six respondents. A word of caution is offered to not interpret this profile as statistically representative of the residents in these two communities.

The chart shows a relatively good distribution of age, sex, income, and education. Because of rounding, totals may not equal one hundred percent.

RESPONDENT PROFILE		
AGE:		
25 TO 34	(2)	6%
35 TO 44	(6)	17%
45 TO 54	(4)	11%
55 TO 64	(5)	14%
65 +	(19)	53%
GENDER:		
MALE	(22)	61%
FEMALE	(14)	39%
MARITAL STATUS:		
MARRIED	(27)	75%
UNMARRIED	(6)	17%
WIDOWED	(3)	8%
PRIMARY PLACE OF RESIDENCE		
RENT	(2)	6%
OWN	(34)	94%
EDUCATION:		
LESS THAN HIGH SCHOOL GRADUATE	(1)	3%
HIGH SCHOOL GRADUATE	(10)	28%
VOCATIONAL/TECHNICAL SCHOOL	(3)	8%
SOME COLLEGE	(8)	22%
COLLEGE GRADUATE	(10)	28%
SOME POST GRADUATE WORK	(2)	6%
MASTERS DEGREE	(2)	6%
INCOME:		
UNDER \$15,000	(2)	6%
\$15,000 but less than \$25,000	(6)	17%
\$25,000 but less than \$35,000	(4)	11%
\$35,000 but less than \$50,000	(10)	28%
\$50,000 but less than \$70,000	(4)	11%
\$70,000 but less than	(5)	14%
DECLINED TO ANSWER	(5)	14%

- No active duty military personnel or civil service employees chose to participate. Of the thirty-six households represented in the research, only one had a family member who is currently employed at NAS Jacksonville.
- Ten of the retiree households had a family member with prior service at the Naval Air Station.
- Men and retirees were more likely to have participated in the study. There were no male and female quotas; any adult residing in the household was qualified to be interviewed.
- The majority of respondents were married (75%).
- Only two people rented their homes, both in the Collins Road area. There did not seem to be any differences in opinions between renters and owners.
- There was an equal number of high school graduates (28%) and college graduates (28%). Nearly one fourth (22%) had some college education.
- One third of the respondents had an annual household income of less than \$35,000; over one-fourth (28%) earned between \$35,000 and \$50,000. Another one-fourth (26%) earned in excess of \$50,000.
- Of the thirty-six households included in the study, nine had a total of fourteen children still at home. This low number could be indicative of the high number of retirees who were interviewed.
- Respondents have resided in *Jacksonville* an average of 35 years. The length of residency at their *current address* was nearly 18 years.
- Among the respondents who were employed, a wide variety of occupations were represented. This breakout was not disclosed in the research because of the potential risk of identifying a respondent.

Overall, the respondents could be described as educated, financially stable, middle to upper-middle families. This may or may not be representative of all the residents in each neighborhood.

GLOBAL IMPRESSIONS

SPECIAL NOTE: Those persons reading the report must keep in mind this is not a quantitative study projecting statistical reliability. Rather, the methodology employed is qualitative. It must be stressed that qualitative research is primarily used for discovery, to determine the direction for further investigation, or to uncover the hidden attitudes and opinions of individuals regarding a specific issue. Caution must be used in the analysis, interpretation and application of solutions derived from such a study.

The report will address each specific topic as outlined in the Discussion Guide (located in the Appendix). The attitudes and opinions of residents in the two neighborhoods surrounding NAS Jacksonville were thoroughly investigated. Because there appeared to be significant similarities as well as important differences between the two groups, the report will combine the findings into one report rather than segregate the data.

ISSUES

AWARENESS OF TESTING:

- Less than half of the Timuquana respondents (7 out of 17) and two-thirds of Collins Road respondents (13 out of 19) were aware of the environmental testing and cleanup activities being conducted at NAS Jacksonville. Most who responded affirmatively appeared tentative as to *what* tests were being conducted and the *purpose* of the tests. Only a few seemed confident they knew what was happening.
- When those persons, who reportedly were unaware of the testing and cleanup activities, were told the purpose of the tests, most still had no idea of what was being done.
- Very few knew that NAS Jacksonville was on the Environmental Protection Agency's (EPA) National Priorities List.
- Three people in the Collins Road were *not at all aware* of the EPA as a government agency.

Those who were aware of NAS Jacksonville's place on the National Priorities List, were asked how they had heard about it.

- The majority said they probably read it in the newspaper, heard it on the news, or from a friend. One said he heard it from a Navy spokesman at a Rotary Club meeting.
- More than half of the respondents in each neighborhood described themselves as "very interested" in the environmental investigations. The rest were only "somewhat interested." Only one person said he was "not at all interested."
- Of those who were "somewhat interested" about the environmental investigations, they indicated they were *environmentally aware* and *environmentally concerned*, but it really was not a major impact on their lives *right now*. It was not affecting them directly or imminently. They were moderately aware of the investigations, but they are not putting all their energy and direction into solving the problem or investigating it right now.
- There seemed to be a subtle difference in attitude regarding the urgency of the issues among Collins Road and Timuquana respondents. Some Collins Road respondents seemed slightly more likely to express some immediate concern about the potential impact on their property and their health, primarily because of their dependency on wells for their drinking water.
- Some Collins Road residents were concerned about the quality of their well water and the presence of toxic chemicals in their well water.
- According to a few respondents, their wells had been tested at the request of an outside agency. No one could identify the agency. They did not know if it was the City of Jacksonville, the Navy, or the State of Florida. All test results were negative. In each case, the homeowner was approached to have the test conducted; no one called requesting it to be done even though they said they did have some concerns about the safety of the drinking water.
- Both neighborhoods expressed apprehension about their property values being negatively impacted by any potential contamination from any source, although there seemed to be more consideration in the Collins Road area. Respondents were interested as to what future impact it might have on them, their property and their community.

Respondents in both neighborhoods voiced concern for their health.

- Many respondents in both communities perceived their neighborhood had an unusually high incidence of cancer.

- When asked if any inquiries to government authorities (local, state, federal, or military) had been made to address this health concern, the answer from everyone was negative.
- When further prompted about the absence of investigation into the high number of cancer deaths and diagnoses, most people said it was discussed among the neighbors but that *no official inquiries had been made*.
- Some people, who are on well water, commented they felt potential danger may be encroaching upon them, but that they have lived there many years and things seemed to be okay.
- Some of their assurance could be attributed to the following:
 - Collins Road respondents had confidence in being on deep artesian wells with a good aquifer.
 - Timuquana respondents felt safe because they are on City of Jacksonville water.
 - Respondents in both groups believed that if there *were* something environmentally threatening or dangerous, the Navy would let them know. Until that time, they stated repeatedly that they felt relatively safe, or as safe as they could be anywhere.
- In spite of their stated concerns about the potential contamination of well water and the soil, and the high rate of cancer and related deaths among neighbors, *the respondents did not appear to be alarmed*.

They were asked if these *investigations* raised any questions or concerns.

- Roughly one third of the respondents in each neighborhood said they did not have any concerns since they were not aware of the investigations in the first place.

There were respondents who did have some concerns and questions about possible soil and water contamination, and as well as air pollution. However, they were quick to attribute the potential contamination to sources other than the Navy. Most of the concerns addressed pollution in general rather than toward the activities taking place at NAS Jacksonville.

- People living close to the river and the expansion of the Buckman Bridge at

I-295 complained about the river pollution coming from the construction.

- One person pointed out what appeared to be a drainage pipe from NAS Jacksonville which seemed to discharge into the St. Johns River. The foliage at the water was markedly different from the surrounding area. From a distance the trees appeared gray in color. The same gentleman also pointed out that the river life appeared to be unaffected.
- There were speculations that a white foam that appears frequently on the St. Johns River near NAS Jacksonville may be from fire fighting exercises at NAS Jacksonville. This foam reportedly discolored boats in the marina but did not seem to harm the fish and other marine life.
- A few people in the Collins Road area complained that nothing would grow in their yard.
- Some of the well water in the Collins Road area had an extremely strong odor and residents were told by unidentified persons or agencies who tested the wells to use bottled water. These people did not seem alarmed.
- A few from both neighborhoods said they noticed peculiar odor coming from drainage ditches behind their homes.
- One home owner said there were spots in his backyard that "bubbled." He has had his water tested, *at an unidentified agency's insistence*, and the results were negative.
- One of the prevalent concerns was that the testing could disturb what toxic waste and hazardous materials may already be buried on NAS Jacksonville property, and release it into the ground water supply or allow it to seep into the soil.

Of those with personal concerns or concerns about the investigations, they tended to fall into one of two categories:

- **Apathetic:** Most of these people said they had lived in their neighborhood for a long time, and they were "doing okay"; "it has not hurt me yet and they probably will not be around by the time it may become hazardous and harmful." They possessed what could be described as an *attitude of resignation*: "No one will do anything about it anyway if I *do* call"; or, "There is nothing I *alone* can do about it." One person mentioned that if it really *is* happening, if there *is* some potential contamination, it would require a large group effort to resolve it and maybe now is the time to do something about it.

- **Uninformed:** These people were not necessarily frustrated; they simply did not know who to contact or how to go about getting information. These people had concerns, they wanted answers, but they did not know where to go, who to call, or what to do. Some said if they did call, they probably would get the run-around.

When asked if the Navy had been responsive to their concerns, those with and without concerns were overwhelmingly positive.

- Some said even though they had *not* gone to the Navy with questions and concerns, the Navy has still acted responsively.
- The Navy was perceived as a responsible neighbor. They said repeatedly that the Navy has done the best it can and they believe the Navy will continue acting in accord.

Most people in the Timuquana area seemed more concerned about two related issues:

- Noise pollution from jet planes.
- Fuel dumping.
- It appeared many people were under the impression that military aircraft from NAS Jacksonville may be "dumping fuel." This was the perception held to be true by people in both neighborhoods. When queried about their source of information, they revealed their sources as friends in the Navy who tell them it is being done, other people with past military experience who are under the impression it is still being done, or people who said their neighbors told them. One gentleman reported he has seen aircraft overhead spraying fuel from the wing tips.
- When asked if NAS Jacksonville was doing a good job in the cleanup process, the majority said they did not know because they were unaware about what was happening. They had no idea what was being investigated, what was being done, or what tests were being conducted.
- When the question was restated to ask, "Based on what you know about NAS Jacksonville from past experience, do you think if given the task of cleaning up the environment on Base, they would do good job?", the definitive answer was "yes" with only one or two who disagreed.
- Overall, the people were supportive of and enthusiastic about the Navy. The majority perceived the Navy as a good neighbor who is conscientious,

responsible and responsive. It represents an entity that is valuable to the community in terms of economic stability and security.

- When asked if they felt safe, from an environmental viewpoint, living next to NAS Jacksonville, all except a few said "yes." Some referred to safety from a national security perspective because they felt protected and secure living next to NAS Jacksonville.
- Many people referenced the awards bestowed upon NAS Jacksonville for being environmentally sensitive.
- No one knew about the information repository at the Webb Wesconnett Branch Library on 103rd Street. A few people seemed interested in its existence, stating they thought it was a responsible act on behalf of the Navy to establish this resource and make the information available to the public at a convenient location. A few said they may go check it out, but the majority said they probably would not use it, but it was comforting to know it existed and was available to them should the information ever be needed.
- When asked if the Navy had been up front and honest in the information released concerning the cleanup program, the majority did not know. Most said they were not aware of the cleanup program; so therefore, they had no idea as to what was happening.
- When the question was reworded to accommodate their lack of awareness -- "Based on your past experience with the Navy, if you knew they were releasing information concerning a cleanup program, do you think they would be up front and honest?" -- the overwhelming response was "yes."
- They perceived the Navy had acted responsibly and credibly in the past and they did not see any reason NAS Jacksonville would change that practice now.

COMMUNICATIONS

WHAT WILL WORK:

- Among all respondents, direct mail or a newsletter was the most highly preferred delivery system from which to receive information regarding environmental issues at NAS Jacksonville.
- There are specific issues the newsletter can address. Some of the primary questions people asked were:
 - What kind of testing is going on?
 - What are they looking for?
 - What have they found?
 - How long will it take?
 - What effect will it have on my family, my property, and me?
 - Who do I call if I have a question?
 - How can I tell if it is a problem or situation related to the Navy?
 - How can I get my water tested?
 - What do the test results mean? How do I read the test results?
 - Do I need to drink bottled water?
 - If I cannot drink it, is it safe to bath in it?
 - What can I do to get involved or to help?
- Communications should be on official letterhead or the newsletter format should incorporate the official appearance of the Commanding Officer's correspondence.
- Most people would rather receive information from the Commanding Officer or Public Affairs at NAS Jacksonville than from ABB Environmental Services.

- When correspondence is sent, it does not need to be personalized, just properly addressed.
- There were delivery problems to some homes that needed to be addressed to the Orange Park post office. To avoid the potential risk of mail not being delivered, the following recommendations are made:
 1. Labels should state "Mr. and Mrs. Smith" or "Current Resident" to ensure the letter is delivered to each *household*.
 2. All mailings should be sent first class in order to identify and track all undelivered mail. This will also ensure the mail will be returned to sender for correction.
- Personal mail provides recipients with something in writing, documentation as to what is happening, something that can be filed away, passed on to someone else, or referenced at a later date if a problem ever arises. Respondents said they find *comfort and reassurance* in receiving a letter.
- Some people recommended town meetings as an effective form of communication. It was suggested rather than having a speaker *tell* the audience what the Navy wants the people to hear, a forum or debate could be conducted to *discuss* the pros and cons. Some felt this would be more constructive and perhaps generate a higher attendance.

The following suggestions are offered if a forum is held:

- Allow for interaction with military personnel.
- Remember people want to be *talked* to, not *read* to.
- Create a discussion format that encourages two-way interaction.
- Make sure opposing points of view are represented.
- Provide reliable, documented information so residents can arrive at their own conclusions.
- Remember the residents depend on the Navy for backup support and recommendations and perceive the Navy as a valuable source of information.
- There was a desire for the facts, not a sanitized version of what they need to know.

When Collins Road respondents were asked specifically about town meetings held in the spring of 1993, there were some mixed reviews.

- The majority (13 out of 19) of Collins Road residents were aware of the town meeting held during the spring of 1993.
- Approximately half (10 out of 19) said they had been personally contacted about the meeting; two people attended.
- Most who did not attend indicated they were either ill, out of town, or did not hear of it until later.
- Many would have attended if they had been in town or received sufficient notice. A notice of one to two weeks is adequate. Residents should be notified in writing, by mail.
- Many said they definitely would or probably would consider attending a town meeting.

There are a few things that might encourage residents in both neighborhoods to attend a town meeting:

- Make sure to communicate the meeting is about something that will impact them personally.
- Use a public location that is easily accessible, safe, well-lit, and close to home (*nothing downtown at City Hall or the Courthouse*); recommend Venetia Elementary for Timuquana residents and the Holiday Inn at Orange Park for Collins Road residents.
- Offer a daytime and an evening session.
- Provide transportation for the elderly and handicapped.
- Keep it short (no more than 2 hours).
- Refreshments would be nice.
- Comfortable room temperature.

WHAT WON'T WORK:

- Avoid using the telephone or a door-to-door campaign as a means of standard communication. All but a few said they absolutely do not appreciate being interrupted by telephone, and most people indicated they are leery of people coming to their home. Both of these points of contact should be restricted for emergencies or a follow-up to any written communications that may require action, such as attending a town meeting.
- If a door-to-door or telephone campaign is planned, it was requested by numerous people that a direct mail go out in advance making the residents aware of the activity.
- Door knob hangers also received low ratings. Either people do not use their front door so they would never see it; or it blows off, litters the lawns, and fails to communicate the message.

It was difficult to determine if newspaper, radio, and television were desirable and effective mediums of communication when targeting specific geographic locations of only three hundred or four hundred residents.

- Whereas most residents of both neighborhoods indicated they read the *Florida Times-Union* frequently and watch the news most of the time, there is still a substantial risk in someone missing an important message. Too many people expressed concern that they may miss something.
- Some people were critical of the mass media being a biased and unreliable source of information.
- One gentleman voiced alarm at the thought of anything being published concerning environmental issues or hazardous wastes in his neighborhood. He felt this could possibly have a detrimental effect on the value of his property.
- Surprisingly few people said they listen to the radio *at all*. When they do, it was primarily to talk radio (WOKV), Jones College, or Stereo 90.

In summation, the statement was heard to the effect: "If the Navy wants me to know something, give it to me in writing, on official letterhead, from the Commanding Officer, and mail it to my home."

FINAL COMMENTS

In a qualitative study, a significant amount of the data is based on the interaction between the interviewer and respondent. Many of the comments and conclusions are based on the interviewer's interpretation of the intangible aspects of the study listed below:

- What was the respondents' body language like? Were they tense or relaxed? Did they make eye contact or avoid looking at the interviewer?
- What about speech patterns? Were there long pauses between the question and answer? If so, did that mean they were giving a thoughtful answer or contriving a way to answer diplomatically without jeopardizing themselves?
- Did they offer quick, concise answers and firm thoughts? If so, they could have been well rehearsed because they were familiar with and comfortable with the topic or maybe they just wanted the interview to be completed so they could leave.
- Respondent attitude is very important. It is sometimes difficult to determine if a respondent is suspicious or frightened, concerned or worried, angry or upset.

Quantitative, or statistically reliable research, *does not accommodate assumptions unless they can be validated. Qualitative research must rely on the instincts of the interviewer.* Some of the following conclusions are based on such experience, without benefit of substantial proof.

The respondents from the two neighborhoods surrounding NAS Jacksonville could be characterized in the following way:

- All were civilians or retirees, including some military retirees. *No active duty personnel took part in the interviews although they were given an opportunity to do so.*
- Nearly all respondents expressed environmental concern for their community and the nation.
- Only some -- primarily in the Collins Road area -- expressed immediate concern for their health and the safety of their property and well water.
- Most respondents basically were unaware of what is happening in terms of environmental investigations and testing at NAS Jacksonville.

- Nearly all respondents held NAS Jacksonville in high esteem in terms of being a good, responsive, and responsible neighbor.
- The majority of people feel the Navy is doing what is expected environmentally and are not afraid of the consequences.
- Communications between NAS Jacksonville and the community were perceived as very important by the vast majority.
- All preferred to be personally contacted by correspondence in the form of a personal letter or a newsletter.

An evolutionary process took place during the interviews as the people expressed their thoughts and feelings. Most began the interview expressing an eagerness to cooperate. Very few expressed any concerns at first. As the interview progressed, they would make subtle statements that alluded to possible situations that could necessitate action on behalf of NAS Jacksonville.

- Very few people came right out and voiced a complaint. This reaction was prevalent among respondents from both neighborhoods and did not seem to be related to age, education, income, or occupation.
- Concerning the issue with the "fuel dumping," it is not known if this could have been non-military aircraft such as mosquito patrol, or something else unrelated to military activities. This may require further investigation. Whether or not it *is* happening, there is a *perception that fuel dumping is taking place.*
- All respondents, without exception, were extremely courteous and cooperative. They appeared eager to help. They did not appear fearful of any repercussions.
- They exhibited an abnormally high level of confidence and trust in the Navy and NAS Jacksonville. This level of confidence actually raised concern in the opinion of the interviewer. Although the respondents were complimentary of NAS Jacksonville, one must wonder how the residents who chose not to participate would describe their relationship with their military neighbor. *The research may not have uncovered a strong, negative element.*
- Proper steps were taken to ensure residents had an equal opportunity to take part in the research, but this study is only the beginning to establish the groundwork for the development of a communications campaign. The design

should take into account the possible negative attitudes and dispositions that were not expressed in this course of action.

- It is recommended NAS Jacksonville continue to keep its neighbors abreast of the environmental testing taking place and any results that could impact the local environment.
- Word-of-mouth was also mentioned as a source of information and news. A concept similar to neighborhood block captains could be organized to create a human chain of communications. A loosely structured form of communications seems to already exist. There are people in the neighborhoods who would welcome the opportunity to get involved.
- NAS Jacksonville should not be disappointed if feedback is not forthcoming immediately. Most residents were rather passive and accepting of the military's activities.

In conclusion, it is recommended NAS Jacksonville continue monitoring the residents' attitudes toward the environmental activities. The responsibility of generating and perpetuating communications rests on the shoulders of NAS Jacksonville, and the efforts will be targeted at a receptive and responsive community.

APPENDIX

ULRICH RESEARCH SERVICES, INC.

RESPONDENT INVITATION

ULRICH RESEARCH SERVICES, INC.

**SCREENER FOR NAS JACKSONVILLE ENVIRONMENTAL STUDY
AUGUST 1993**

HELLO. THIS IS _____ WITH ULRICH RESEARCH SERVICES. I AM CALLING IN REGARD TO A LETTER WE MAILED YOU LAST WEEK ABOUT AN ENVIRONMENTAL STUDY BEING CONDUCTED FOR NAS JACKSONVILLE. DID YOU RECEIVE THE LETTER? (IF PERSON DID NOT RECEIVE LETTER, CONFIRM THEIR ADDRESS AGAINST THE MAILING LIST. IF DIFFERENT, THANK AND TERM. IF THE SAME, ASK IF THEY WOULD LIKE FOR US TO MAIL THEM ANOTHER LETTER OR READ THE LETTER TO THEM.)

2. MR/MRS _____. WOULD YOU LIKE TO TAKE PART IN THE STUDY? THE PERSONAL INTERVIEW WILL TAKE APPROXIMATELY 20 TO 30 MINUTES.

YES - GO TO Q3

NO - THANK AND TERM

3. WHAT IS A CONVENIENT TIME FOR MS. ULRICH TO COME? (IF NECESSARY -- MS ULRICH IS AVAILABLE MOST DAYS FROM 9 AM TO 8 PM - WHAT EVER IS MOST CONVENIENT FOR YOU. IF YOU PREFER, YOU CAN COME TO THE OFFICE ON KINGSLEY AVENUE IN ORANGE PARK. WE ARE IN THE CHAMBER OF COMMERCE BUILDING.)

CHECK APPOINTMENT BOOK. LEAVE 45 MINUTES BETWEEN APPOINTMENTS AND TELL RESPONDENT IT MAY BE 10 TO 15 MINUTES EITHER SIDE OF THE APPOINTMENT TIME.

4. MAY I PLEASE CONFIRM YOUR ADDRESS. (DEPENDING ON TIME BETWEEN SETTING APPOINTMENT AND APPOINTMENT DATE: WE WILL SEND A LETTER OF CONFIRMATION/WE WILL CALL THE DAY BEFORE OR DAY OF TO CONFIRM THE APPOINTMENT.

5. IF RESPONDENT HAS ANY QUESTIONS, TELL THEM MS ULRICH WILL CALL THEM BACK AND ANSWER ANY QUESTIONS THEY MAY HAVE.

6. THANK RESPONDENT FOR THEIR TIME AND WILLINGNESS TO PARTICIPATE.

NAME: _____

ADDRESS: _____ PHONE NUMBER: _____

BEST TIME TO CALL: _____ APPT TIME: DAY _____

DATE: _____ TIME: _____ AM PM

DISCUSSION GUIDE

ULRICH RESEARCH SERVICES, INC.

DISCUSSION GUIDE
ABB ENVIRONMENTAL SERVICES

RESPONDENT'S NAME: _____

NEIGHBORHOOD: T1 C2

STATEMENT OF PURPOSE

I AM HERE ON BEHALF OF ABB ENVIRONMENTAL SERVICES WHO IS WORKING WITH THE NAVY ON THE NAS JACKSONVILLE ENVIRONMENTAL PROGRAM. I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT THE PROGRAM – EXPLORE YOUR THOUGHTS AND FEELINGS ABOUT NAS JACKSONVILLE AS A NEIGHBOR AND ABOUT ISSUES WITH THE ENVIRONMENTAL PROGRAM.

DURING THE INTERVIEW YOU MAY HAVE SOME QUESTIONS. PLEASE RECORD THEM ON THIS CARD BECAUSE I AM NOT QUALIFIED TO ANSWER THEM. PERSONNEL FROM THE NAVY WILL CALL YOU BACK AND ANSWER ANY QUESTIONS YOU MAY HAVE.

YOUR ANSWERS ARE CONFIDENTIAL. PLEASE FEEL FREE TO EXPRESS YOUR OPINIONS. I AM AUDIO TAPING THE INTERVIEW SO THAT NUMBER ONE, I HAVE PROOF THAT I DID IN FACT TALK WITH YOU, AND NUMBER TWO, I HAVE A TRANSCRIPT FROM WHICH TO WRITE A REPORT WHICH WILL BE SUBMITTED TO ABB ENVIRONMENTAL SERVICES AND NAS JACKSONVILLE.

1. ARE YOU AWARE OF THE ENVIRONMENTAL TESTING AND CLEAN UP ACTIVITIES BEING CONDUCTED AT NAS JACKSONVILLE?

1 YES	2 NO
DO YOU KNOW THE PURPOSE OF THESE TESTS?	THESE TESTS ARE TO DETERMINE ANY POTENTIAL CONTAMINATION THAT MAY EXIST AS A RESULT OF PAST WASTE DISPOSAL PRACTICES. ARE YOU AWARE OF THESE TESTS?

2. ARE YOU AWARE THAT NAS JACKSONVILLE IS ON THE ENVIRONMENTAL PROTECTION AGENCY'S NATIONAL PRIORITIES LIST?

1 YES 2 NO – AWARE OF EPA 3 UNAWARE OF EPA

3. IF AWARE: HOW DID YOU HEAR ABOUT THIS? (PROBE FOR DETAIL, SOURCE OF INFORMATION, DOOR-TO-DOOR, NEWSLETTER, NEWS MEDIA, WORD-OF-MOUTH, ETC)

- 4A. HOW INTERESTED ARE YOU IN THESE ENVIRONMENTAL INVESTIGATIONS? (EXPLAIN)

1 VERY INTERESTED 2 SOMEWHAT INTERESTED 3 NOT AT ALL INTERESTED

- 4B. DO THESE INVESTIGATIONS (TESTS) RAISE ANY QUESTIONS OR CONCERNS?

1 YES 2 NO IF YES, WHAT? WHY? (PROBE, CLARIFY)

5. HAVE YOU EVER CONTACTED ANYONE WITH THESE CONCERNS?

1 YES ⇨ WHO? _____
2 NO

COMMENTS

6. DO YOU FEEL THE NAVY HAS BEEN RESPONSIVE TO YOUR CONCERNS?

1 YES 2 NO ⇨ IF NO: WHY DO YOU FEEL THIS WAY?

7. DO YOU THINK NAS JACKSONVILLE IS DOING A GOOD JOB IN THEIR CLEAN UP PROCESS?

1 YES	2 NO
WHY?	WHY NOT?

8. FROM AN ENVIRONMENTAL STAND POINT, DO YOU FEEL SAFE LIVING NEXT TO NAS JACKSONVILLE?

1 YES	2 NO
WHY?	WHY NOT?

9. THE NAVY HAS ESTABLISHED AN INFORMATION REPOSITORY AT WEBB WESCONNETT BRANCH LIBRARY ON 103RD STREET. ARE YOU FAMILIAR WITH THIS REPOSITORY?

1 YES ⇨ IF YES: HAVE YOU EVER USED THE NAVY REPOSITORY? YES NO
↓

1 YES	2 NO
WHY?	WHY NOT?

10. DO YOU FEEL THE NAVY HAS BEEN UP FRONT AND HONEST IN THE INFORMATION RELEASED CONCERNING THE CLEAN UP PROGRAM AT NAS JACKSONVILLE?

1 YES 2 NO
↓

WHY DO YOU FEEL THIS WAY? (PROBE, CLARIFY)

11. IN YOUR OPINION, WHAT ARE THE MOST EFFECTIVE WAYS TO COMMUNICATE WITH THIS COMMUNITY? (AIDED RECALL: MAIL, MEETINGS, MEDIA, TELEPHONE CALL, DOOR KNOB HANGERS, LETTER FROM NAVAL AIR STATION, NEWSPAPER AD, OR DOOR TO DOOR VISIT? ANYTHING ELSE?)

12. WHAT WOULD BE THE WORST OR LEAST DESIRABLE WAY TO COMMUNICATE WITH THIS COMMUNITY? (AIDED RECALL: MAIL, MEETINGS, MEDIA, TELEPHONE CALL, DOOR KNOB HANGERS, LETTER FROM NAVAL AIR STATION, NEWSPAPER AD, OR DOOR TO DOOR VISIT? ANYTHING ELSE?)

COLLINS ROAD RESPONDENTS ONLY	TIMUQUANA AREA RESPONDENTS ONLY
<p>13. WERE YOU AWARE OF THE TOWN MEETINGS BEING HELD DURING _____?</p> <p>14A. HAVE YOU PERSONALLY BEEN CONTACTED ABOUT ATTENDING A TOWN MEETING?</p> <p>1 YES ⇔ DID YOU ATTEND?</p> <p>2 NO 1 YES 2 NO ↓</p>	<p>13. DO YOU FEEL THAT TOWN MEETINGS WITH THE AREA RESIDENTS AND REPRESENTATIVES OF NAS JACKSONVILLE WOULD BE BENEFICIAL?</p> <p>1 YES 2 NO WHY NOT?</p>
<p>14B. IS THERE A REASON YOU DID NOT ATTEND?</p>	<p>14A. IF CONTACTED ABOUT ATTENDING A TOWN MEETING, DO YOU THINK YOU WOULD ATTEND?</p> <p>1 YES 2 NO WHY NOT?</p>
<p>14C. WHAT COULD HAVE BEEN DONE TO ENCOURAGE YOU TO GO OR GET YOU TO ATTEND?</p>	<p>14B. WHAT COULD BE DONE TO GET YOU TO ATTEND?</p>

15. IN CONCLUSION, DO YOU HAVE ANY CONCERNS?

1 YES	2 NO
WHAT ARE THEY (PROBE, CLARIFY)	

16. IF YOU WOULD LIKE TO BE INCLUDED ON A MAILING LIST FOR FUTURE INFORMATION, PLEASE FILL OUT THE ENCLOSED RETURN INFORMATION CARD.

THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY. ALL ANSWERS ARE CONFIDENTIAL. AT NO TIME WILL THIS INFORMATION BE ASSOCIATED WITH THE RESPONDENT.

- What local newspaper do you consider your primary source of information and news? _____
- What radio stations do you listen to most often? _____
- How long have you lived in Jacksonville? _____ YEARS At this address? _____ YEARS
- Please circle the group represents your age.

1	18 TO 24	5	55 TO 64
2	25 TO 34	6	65 AND OVER
3	35 TO 44	7	DECLINED TO ANSWER
4	45 TO 54		
- What is your marital status?

1 MARRIED 2 UNMARRIED 3 WIDOWED 9 DECLINED TO ANSWER

6. Do you or anyone in your immediate household work at NAS JACKSONVILLE?

1 YES Is that: 1 ACTIVE DUTY MILITARY or 2 CIVILIAN
How many years: _____
2 NO

7. Are there any retirees in your household who worked at NAS JACKSONVILLE, active duty or civilian? 1 YES 2 NO

8. What is the occupation of the primary wage earner in your household?

01	PROFESSIONAL I (ATTORNEY, PHYSICIAN, ACCOUNTANT, ENGINEER)	08	TECHNICAL
02	PROFESSIONAL II (UPPER LEVEL MANAGEMENT, EXECUTIVE, VICE PRESIDENTS)	09	BLUE COLLAR
03	PROFESSIONAL III (TEACHER, NURSE, COMPUTER ANALYST)	10	SELF-EMPLOYED
04	MANAGERIAL (OFFICE)	11	DISABLED
05	SALES I (INDUSTRIAL, HIGH TICKET ITEMS)	12	UNEMPLOYED
06	SERVICE II (RETAIL, SALES AND SERVICE)	13	RETIRED
07	CLERICAL/OFFICE	14	STUDENT
		15	HOUSEWIFE
		16	MILITARY
		99	DECLINED TO ANSWER

9. Which of the following best describes your primary place of residence?

1	RENT AN APARTMENT/MOBILE HOME/TRAILER	5	LIVE WITH PARENTS
2	RENT A HOUSE	6	OWN A MOBILE HOME/TRAILER
3	OWN A HOME	7	OTHER _____
4	OWN A CONDOMINIUM		

10. How many children do you have living at home? _____

11. What is the last grade of school completed by the *primary wage earner*?

1	LESS THAN HIGH SCHOOL GRADUATE	5	COLLEGE GRADUATE
2	HIGH SCHOOL GRADUATE	6	SOME POST GRADUATE WORK
3	VOCATIONAL/TECHNICAL SCHOOL	7	MASTERS DEGREE
4	SOME COLLEGE	8	DOCTORATE DEGREE

12. Which of the following ranges best describes your total annual household income before taxes?

1	UNDER \$15,000	5	\$50,000 but less than \$70,000
2	\$15,000 but less than \$25,000	6	\$70,000 but less than \$100,000
3	\$25,000 but less than \$35,000	7	OVER \$100,000
4	\$35,000 but less than \$50,000	9	DECLINED TO ANSWER

13. Race/ethnic by observation:

1	WHITE	4	HISPANIC
2	BLACK	5	OTHER
3	ASIAN		

14. Gender by observation: 1 MALE 2 FEMALE